



# Strategies of public engagement in innovation and future potentials

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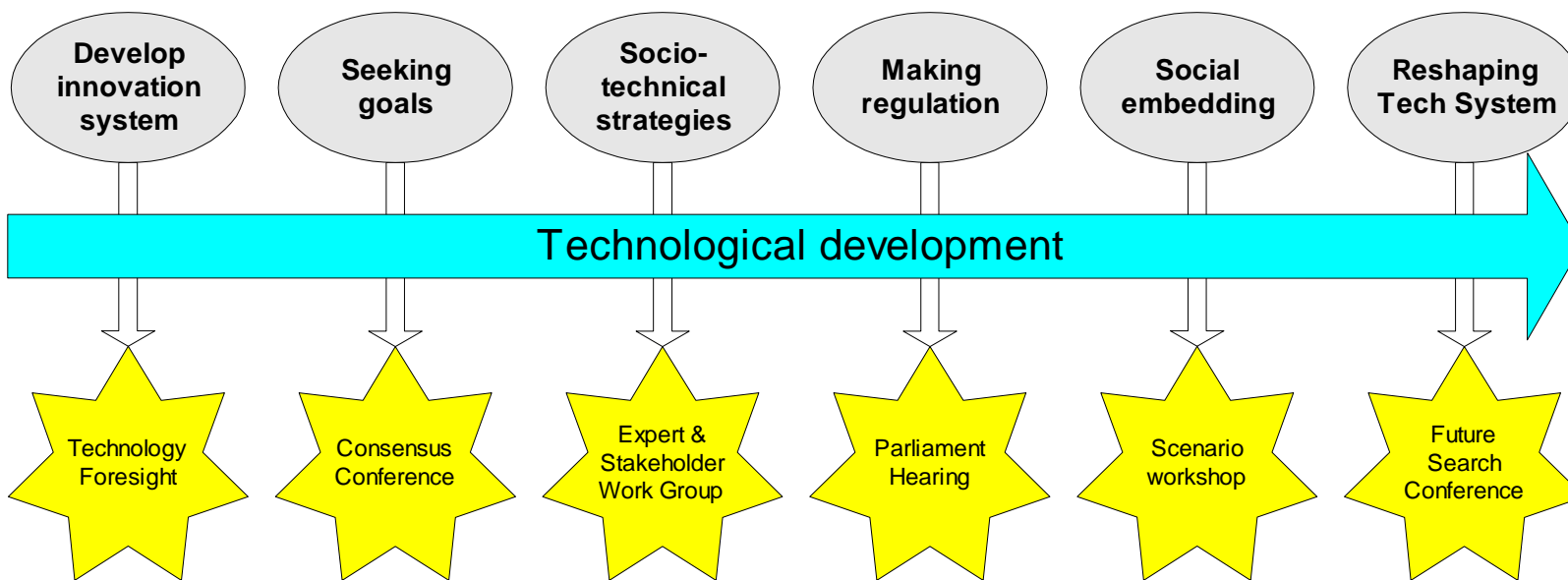
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# Participation in technology development

Development and implementation of technology

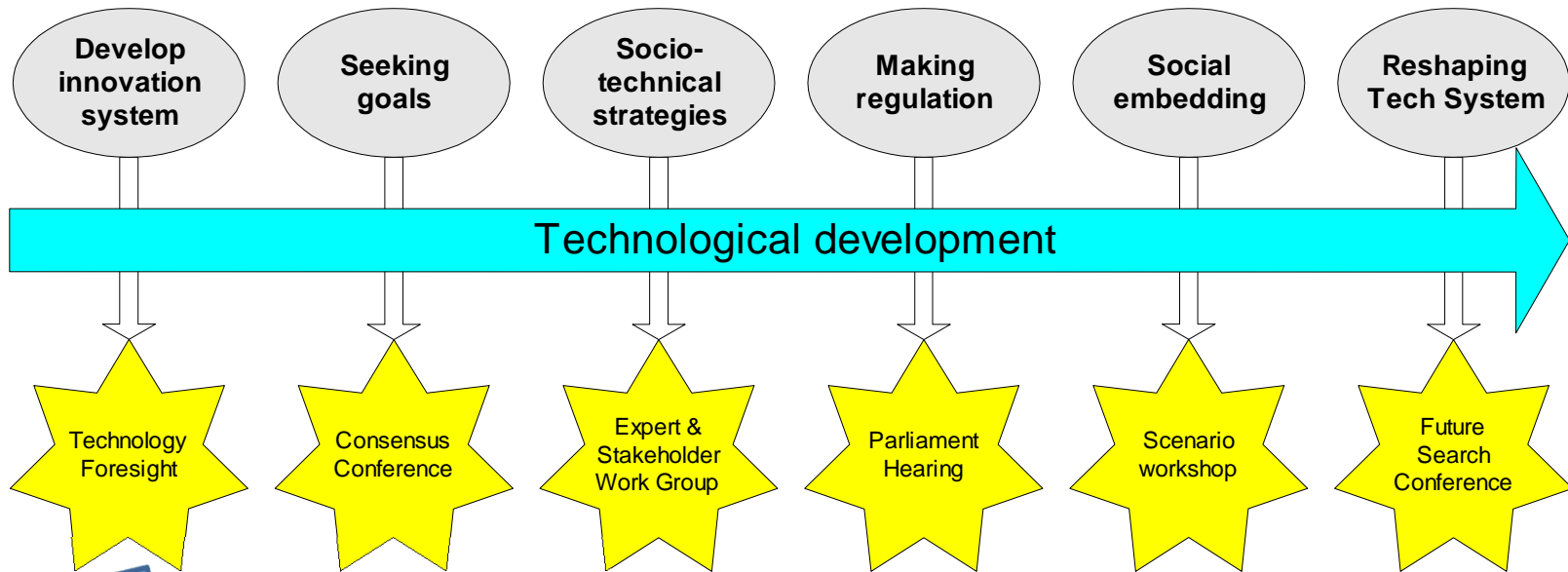


Processes - rooms for analysis and dialogue



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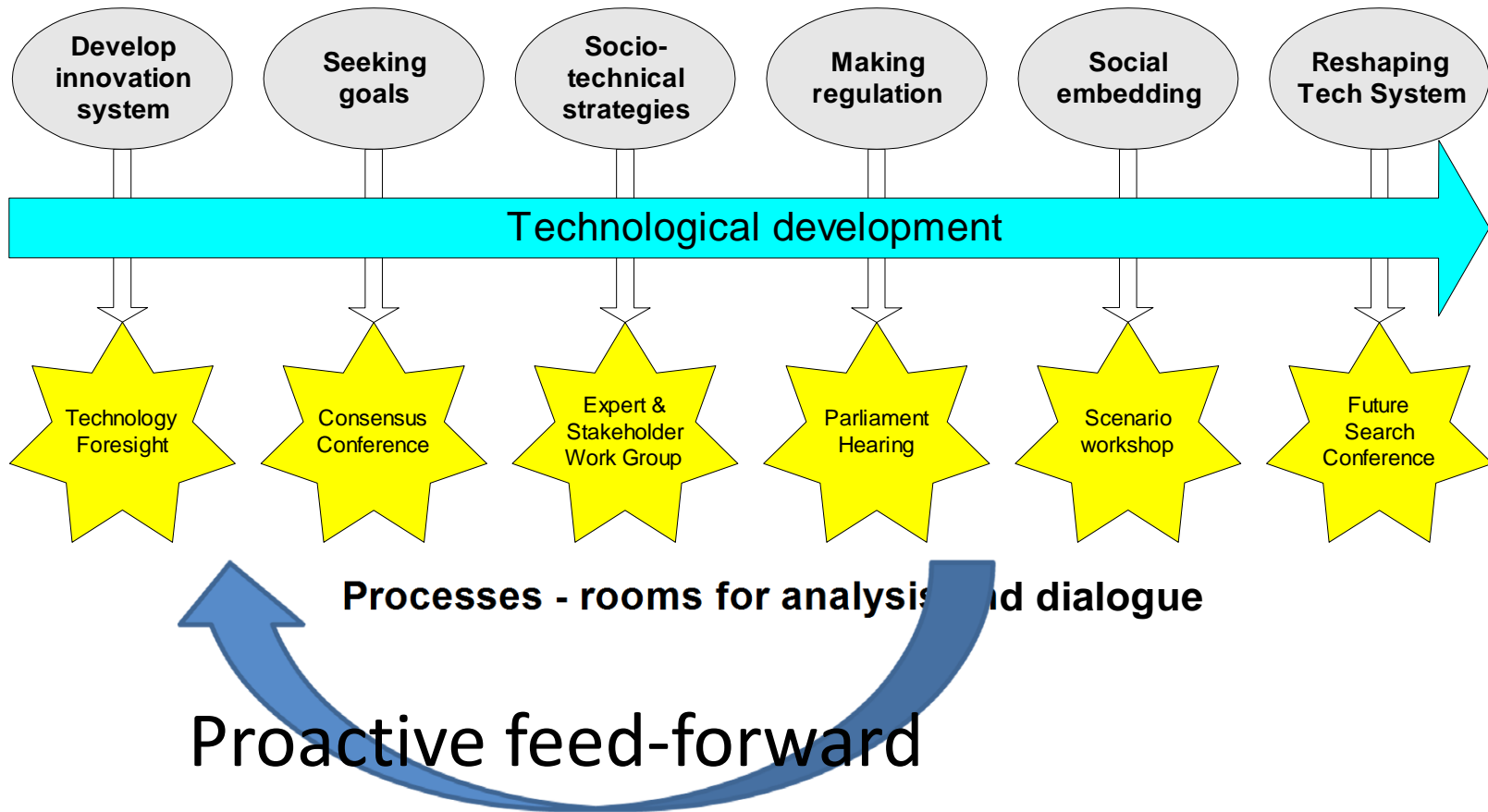
Processes - rooms for analysis and dialogue

Open innovation; Market insights; Value increase...



# Participation in technology development

Development and implementation of technology





## Which processes?

- Citizen hearing: 300 persons creating ideas and specifying in 1 day
- Open Space: X citizens making sub-meetings on their own needs/agendas
- Future Lab: 30-40 persons criticize, turn critics into visions, make plans for realisation
- Hackathon: Citizens create prototypes in sprints together with developers
- Interview Meetings: 30 persons get info, debate in groups, answer questionnaire, and are group interviewed



# Processes are not the problem

- Lacking culture of use is.
- There are methods for ~all situations
  - Or, there is knowledge about making methods
- We know that citizens are capable
- Courage is – as with all organisational change – the main problem
  - To see the potential
  - To challenge existing dogmas and cultures
  - To change behaviour



# Embedded strategy

- Make innovation management schemes in which the engagement needs are assessed for all steps
- Alliances with process planners and facilitators
  - Find the golden point btw internal/external expertise
- See new innovation strategy as a big organisational change
  - Invest in it as you would with all other change management



# Advantages for innovation

- Solutions enjoying accept
  - Bombs dismantled
  - Users' needs embedded
  - Made ready for weak/special user demands
- Create new rooms for development → new solutions
  - Innovation managers learn to think comprehensively
  - Walk in front for open creation of solutions
  - Opens up the concept of "Open Innovation"
  - Early as well as late in the innovation process
- Synergi with other agendas
  - CSR and innovation strategy melting together
  - B2B-collaboration informed by end-user input
  - Upcoming societal agendas introduced proactively





# Future potential

- Part of RRI concept
  - Will increasingly be a demand in public funding
- Global market potentials
  - As markets get richer...
    - they will demand societally robust solutions
    - demand solutions to grand challenges
    - focus more and more on compliance – formal as well as informal compliance
  - Europe has an advantage
    - Can easily adapt to participatory innovation
    - Has the institutions needed
  - Will attract new types of employees



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